McCANN VS. McCAFFREY

Exxon shops in runoff

By CHRISTY MARSHALL and TOM BAYER

After a 70-year relationship, Exxon Corp. has put McCann-Erickson into a runoff with its corporate advertising agency, McCaffrey & McCall, for its consumer products account, Exxon U.S.A.

"We thought it would be beneficial to obtain another agency's point of view on our business," an Exxon spokesman said.

"We presented a new [consumer] product campaign," said Robert James, vice-chairman, McCann-Erickson Worldwide.

"McCaffrey did, too. But it is not an agency search in the sense that Backer & Spielvogel and the rest of the world is in on it." Mr. James mentioned the Backer agency only because he was asked about a report that had that agency connected to the Exxon runoff. Exxon subsequently confirmed Mr. James' view of the procedure. McCann presented on Nov. 11; McCaffrey presented Nov. 12. A decision is imminent.

Industry sources said that although there had been some minor and even major differences between Exxon and McCann, the view is more of a return to earlier times when archrivals McCann and McCaffrey were requested periodically to make presentations to retain the accounts.

In another segment of Exxon's business, Exxon Office Products, McCaffrey & McCall won the account in October, 1980, only to lose it to Marsteller in July (after the Exxon corporate group was reorganized).

Both McCaffrey and McCann were in the runoff for that $20,000,000 chunk of business.

As noted, this is not the first time the corporation has pitted the two agencies against each other. In 1975, Exxon asked both McCann and McCaffrey to "consider [and present] alternative strategies" on the institutional advertising then being handled by McCaffrey. McCaffrey kept the account then, as it did later that year after Exxon as-

(Continued on Page 84)

Listing to Clairol

To stimulate critical fourth-quarter Christmas sales, Clairol is making a big push for several of its new products introduced earlier this year. The company also is running print ads for its entire appliance line. Agency is Foote, Cone & Belding/New York. *(Story on Page 84.)*

world news roundup

LONDON—The 30,000 members of Britain's National Viewers and Listeners Assn., the equivalent of the Moral Majority in the U.S., are asking major advertisers like Cadbury Schweppes, Vauxhall/Opel, Barclays Bank, Shell Oil and Imperial Chemical Industries to pressure authorities into censoring programs like Paramount's "The Gambler" and "The Benny Hill Show," now syndicated in the U.S.

NUREMBERG—Quelle, Europe's largest mail order house and No. 2 worldwide, with annual sales topping $4 billion, will acquire 51% of Aldens, Chicago, the fifth-largest U.S. catalog house ($300,000,000 in sales) in January. The move closely follows the buy last month by Otto Versand, Hamburg, of 100% of Spiegel, Chicago.

PORTO ALEGRE, BRAZIL—PepsiCo will launch Mountain Dew in southern Brazil next month to try to hold its lead over Coca-Cola.

LONDON—Miller Brewing Co. is having "exploratory discussions" with several breweries here concerning distribution of Miller brands in the U.K.

OSLO—Young & Rubicam merged with Norway's Scaneco agency, putting the new Scaneco-Y&R in the country's top five, with projected billings for 1982 of more than $8,000,000.

LONDON—After Wasey Campbell-Ewald resigned the $8,000,000 N.V. Philips account last September (AA, Sept. 28), local Leagas Delaney last week won Philips' videocassette recorder and tv business, boosting the shop's billings 50% to $24,000,000.

New bar goes after Hershey

Cadbury into Thick of it

By GAY JERVEY

Next year will see a new contender in the chocolate wars. On Jan. 4, Peter Paul Cadbury will introduce Thick, a new milk chocolate candy bar that will weigh in at 1.85 ozs., cost 50 cents and is designed to eat into the market pioneered by Hershey's Big Block.

The introduction of Cadbury's Thick will be accompanied by a $5,000,000 campaign by Young & Rubicam, the single most ambitious launch in Cadbury's history. To insure Thick's availability to more than 90% of the U.S. population by the end of February, 1982, Naugatuck, Conn.-based Cadbury has added to its Hazleton, Pa., plant a $5,000,000 production line devoted exclusively to the new product.

"We decided to move the new product directly into national distribution, based on the very favorable results of intensive research conducted earlier this year," said Walter E. Cohan, vp-marketing, sales and distribution. "We are going all out on this one, with prime time network and spot tv, print advertising, strong distributor and retailer incentives, point-of-purchase displays and merchandising support and, most important, a product that's positioned to move off the shelves."

To make certain of that, the company will push a special prepack for retailers that will include a counter display, an extra distributor allowance and a $50,000 instant winner sweepstakes during the six-week introductory period.

Although positioned head-to-head with Hershey's Big Block, which rolled national in July, 1980, Thick's creative emphasizes not only the bar's chunkier size—Hershey's main tack—but also its creamy, smooth texture, Cadbury's traditional selling message.

Over the past year, the chocolate wars have been punctuated by products of all sizes, shapes and prices. Last September, Mars raised its prices from 25 cents to 30 cents, but without the advertising hoopla that had attended the company's increase of bar weight without a price hike in November, 1980. At that time, Mars gave consumers 10% more candy bar for their money, a move that increased its market share to 46% from 37%. #

highlights

Monday, Nov. 23, 1981

The third quarter is turning out a lot better for agencies than the second one. *See Page 10.*

Gross Telecasting could lose its main money-maker if a Federal Communications Commission judge's decision is upheld. *See Page 10.*

Although regional boating and yachting books have lost some ad pages, national books have been picking up some speed. *See Page 16.*

The Wall Street Journal is suffering from an unusual problem—it has more advertisers than it can handle. *See Page 16.*

Hit by rumors that it is owned by the Moonies, Entenmann's fights back with promotional efforts. *See Page 33.*

Subaru is sticking with its marketing niche—the economical, front-wheel-drive subcompact segment. *See Page 48.*

A diamond bargain offered in the *New York Daily News* was too good to be believed, but many did. *See Page 78.*

"Time Bandits" steals some theater interest after two weeks in release. *See Page 86.*

Cover illustration by Judith Friedman.

CONSUMER WATCH

While most economists seem convinced the economy is failing, consumers are far from feeling gloomy. *See Page 6.*

CORPORATE CLOSEUP

Andrew Jergens Co. puts hopes in new products as it gears up to become more aggressive in the skincare business. *See Page 4.*

INTERNATIONAL

Weight watching has replaced girl watching as Italy's national pastime. Stepping in to take advantage of this new trend, U.S.-based Weight Watchers International is offering Italians a fresh, sensible approach to the problem of overeating. *See Page 66.*

In order to revitalize sagging sales in Europe, particularly in Germany, the Glueckskiee subsidiary of Carnation Co., Los Angeles, has bought a half interest in Luenebest Dairy. *See Page 68.*

MAGAZINE

What are the traits of the bad agency? Merle Kingman, in a sequel to his "Profile of a bad client" (AA, May 11, P. 49), interviews 20 advertising/marketing execs to find out what makes up the bad agency. *See Page 53.*

Elizabeth Nickles presents a solution to a "burn your candle at both ends" creative challenge: Writing and producing weekly, humorous radio spots in 48 hours for 26 weeks straight. *See Page 54.*

Bob Stone answers some frequently asked questions about direct marketing, and Barbara Mahany challenges the advertising community to produce commercials that portray homemakers as serious, responsible adults. *See Page 56.*

What did the battle between Superman and the Greatest American Hero tell us about copyrights? *See Page 58.*

VIDEOTECH

Wold Entertainment will syndicate a live Dec. 19 Rod Stewart concert on barter basis. *See Page 62.*

Telefrance, a U.S. cable distributor of French-language programs, will stay in business despite lack of support from the French government. *See Page 62.*

section 2

NEWSPAPERS

Sunday: The day of rest—and the newspaper. For years, reading the Sunday newspaper has been a tradition in American households, and you can believe most publishers are happy about that. Section 2/Newspapers looks at Sunday editions and how they have added to the newspaper industry as a whole in recent years—beginning opposite Page 50.

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Union to boycott P&G line

By ROBERT RAISSMAN

NEW YORK—The AFL-CIO's endorsement last week of the United Steelworkers of America boycott of Procter & Gamble Co.'s soap products will give the union a vehicle with which to carry its campaign across the country. The action came at the federation's centennial convention here.

"This boycott will be a frontal assault on a particular set of products," said Earl McDavid, secretary-treasurer of the AFL-CIO union label and service trades department, the division of the organization responsible for boycott activity.

Due to a labor dispute affecting P&G's Kansas City, Kan., plant, the union is calling for a boycott of Ivory, Joy and Dawn liquid detergents; Zest, Camay and Ivory bars, and Tide, Cheer, Oxydol and Bold laundry detergents.

Marjorie Bradford, a P&G spokeswoman, said the company would not comment on the AFL-CIO endorsement. "We have been dealing with the Steelworkers," she said. "We don't think a boycott will settle the matter."

Although strategy to implement

(Continued on Page 88)

Shops' 3rd quarter unusually good

By CHRISTY MARSHALL

NEW YORK—Herb Eames, exec vp-finance and chief financial officer of JWT Group, recently commented that advertising is changing from a second and fourth-quarter business to a third and fourth.

Certainly, all publicly held agencies are hoping that the fourth quarter will bring forth the motherlode, but in keeping with Mr. Eames' observation, the third quarter turned out better than the second for a majority of the publicly held shops.

In terms of net income for the third quarter, JWT Group made the most impressive gain—a jump of 50% to $3,032,000 from $2,018,000 rung up in the same period in 1980. Ogilvy & Mather's net income gain of 37.1% was the second best performance, climbing from $2,071,000 in the third quarter last year to $2,840,000 in 1981. Grey Advertising's net income was up 25% to $1,382,000 and Doyle Dane Bernbach's net income was up 16% to $764,000, while Foote, Cone & Belding and the Interpublic Group of Cos. reported virtually flat quarters, with an increase of 1.7% and a decrease of 1.6%, respectively. The greatest drop in third-quarter net income was sustained by BBDO (down 30% to $1,924,000).

The greatest gain in revenues for the third quarter was enjoyed by Grey, up 20% to $28,000,000 from $23,166,000 in the same period a year ago. Other revenue gains in descending order were JWT, up 9.9%; Ogilvy, up 8.7%; DDB, up 7%, and Interpublic, up 2.8%. FCB was virtually flat, with its revenues off 0.1%.

In analyzing its third-quarter performance, BBDO cited weak client spending in both the U.S. and Europe. FCB (and several other agencies) listed the problems of inflation, recession and foreign currency translation losses.

On the other hand, DDB reported a gain of $126,000 from foreign currency exchange. The third quarter was a record quarter for DDB, but unlike many of the other shops, it is in keeping with the second/fourth-quarter business tradition of advertising. In the second quarter, DDB reported a net income of $4,428,000 and revenues of $43,231,000, significantly more than the net income of $764,000 and revenues of $33,654,000 tallied in the third quarter of 1981.

For the nine months of 1981, the figures are far more sobering. In terms of net income, only Grey and Ogilvy reported gains—Grey, up

(Continued on Page 78)

COMING MARCH 19
Conference Centers
SECTION OF OUR BUYERS GUIDE
ASSOCIATION TRENDS
THE NATIONAL WEEKLY NEWS MAGAZINE FOR AMERICA'S TOP 75,000 ASSOCIATION EXECUTIVES
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FCC judge rules against WJIM

LANSING, MICH.—Gross Telecasting could lose its main money machine if a Federal Communications Commission decision is upheld.

An FCC administrative law judge revoked the licenses of WJIM (tv, am, fm), citing "misrepresentation and fraud."

Gross denied wrongdoing and said it will appeal.

The company earned 24 cents on each sales dollar in the first nine months of this year or $2,233,498 on revenues of $9,131,213.

The WJIM properties account for about 75% of Gross' business. Gross also owns WKBT-TV, La-Crosse, Wis.

FCC judge Byron E. Harrison denied license renewals after finding that Gross:

- "Repeatedly and intentionally cut out network programing [it is a CBS affiliate] to present local news or advertising [clipping] and misrepresented the fact to both CBS and the FCC.
- "Repeatedly and intentionally used deceptive maps to support its effort to obtain advertising clients." The am radio station was involved in those charges.
- "Broadcast tape weather reports without notice to the public as required by the FCC.
- "Ceased coverage of a local tennis club . . . to aid in the collection of overdue advertising bills."

Judge Harrison said Gross had a "clear intent to engage in misrepresentation and outright fraud." He said Gross' violations were "of an absolutely disqualifying nature" and the company "is beyond rehabilitation."

The Lansing branch of the American Civil Liberties Union, represented by the Media Access Project, a Washington public interest law firm, filed the original complaint in 1973. Gross has 30 days to file an appeal with the FCC. #

BPAA to award 4 student scholarships

NEW YORK—Four $1,000 student scholarships will be awarded in 1982 by the Business/Professional Advertising Assn. in its effort to upgrade the educational strengths of college juniors studying business communications.

Steve Dawe, BPAA functional vp-education/student development and marketing communications manager, Eastman Kodak, said the BPAA hopes to grant one of the scholarships to a qualified applicant from the immediate family of an association member. Information on the program is available from the BPAA.

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Gourmet?
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Agencies have good quarter

(Continued from Page 10)

14% to $4,460,000, while O&M was up a slight 2.8% to $9,170,000. All the other publicly held agencies had declines, with JWT Group—down 46% to $4,864,000—topping the list.

In terms of revenues for the three quarters, all the agencies, with the exception of BBDO, posted gains. (BBDO was down 1%.) The greatest gain in revenue was reported by JWT, up 18%, while Grey was up 16%, O&M, up 12.1%, DDB, up 7%.

JWT's revenue gain and net income loss can be attributed in part to high interest costs—$7,442,000 for the nine months of 1981, compared with $3,092,000 in the respective 1980 period. The agency's foreign exchange losses for the three quarters were $4,421,000. For the same period a year ago, the losses sustained totaled $850,000. #

Sassoon to debut line

NEW YORK—Vidal Sassoon Inc. will introduce in January a line of activewear called EVERYWEAR. It will retail from $6 to $40. Advertising will be handled by Peter Rogers Associates, agency for Sassoon hair and skincare products.

Agency financial reports

Third quarter

Net income	1981	1980	%
BBDO	$1,924,000	$2,741,000	-30
Doyle Dane Bernbach	764,000	656,000	16
Foote, Cone & Belding	1,674,000	1,646,000	1.7
Grey	1,382,000	1,101,000	25
Interpublic	2,195,000	2,230,000	- 1.6
JWT	3,032,000	2,018,000	50
Ogilvy & Mather	2,840,000	2,071,000	37.1

Revenues	1981	1980	%
BBDO	$38,800,000	$43,000,000	-10
Doyle Dane Bernbach	33,654,000	31,366,000	7
Foote, Cone & Belding	39,390,000	39,459,000	- 0.1
Grey	28,000,000	23,166,000	20
Interpublic	104,534,000	101,731,000	2.8
JWT	90,103,000	81,946,000	9.9
Ogilvy & Mather	69,099,000	63,566,000	8.7

Nine months

Net income	1981	1980	%
BBDO	$7,782,000	$8,562,000	- 9
Doyle Dane Bernbach	5,474,000	6,500,000	-16
Foote, Cone & Belding	5,673,000	7,110,000	-20
Grey	4,460,000	3,899,000	14
Interpublic	8,849,000	12,603,000	-29.8
JWT	4,864,000	9,176,000	-46
Ogilvy & Mather	9,170,000	8,919,000	2.8

Revenues	1981	1980	%
BBDO	$125,600,000	$126,400,000	- 1
Doyle Dane Bernbach	110,105,000	102,961,000	7
Foote, Cone & Belding	122,149,000	117,580,000	4
Grey	80,797,000	69,670,000	16
Interpublic	312,705,000	304,480,000	2.7
JWT	273,639,000	231,989,000	18
Ogilvy & Mather	210,782,000	188,087,000	12.1

This diamond was really in the rough

By GAY JERVEY

NEW YORK—It seemed too good to be true—and it was.

Bargain hunters perusing the *New York Daily News* on Sunday, Nov. 15, were in for a tease. A full-page Macy's ad listed as part of a jewelry sale "a large diamond knot. 15 pt. t.w. reg. $300. Sale $25."

Unfortunately for the many sharp-eyed readers who showed up at Macy's door on Sunday—not to mention those who called the store to request more information—the ad promised a lot more than it could deliver. The actual sale price was $225, not $25.

Macy's accepted full blame for the mistake, chalking it up to human—in this case, production—error. While the ad arrived at the *Daily News* with the typo, a similar version in the Sunday *New York Times* had the correct price. The department store quickly ran an apology in Monday's *Daily News*. "We are very, very sorry for the error and any inconvenience we may have caused our customers," a company spokesperson stated.

In such cases as these, "sorry" is all the store has to be, as there are no legal ties to bind the advertiser to the erroneous offer. "An advertisement is not a binding contract under the law, but merely an invitation to an offer," explained one Manhattan lawyer. This instance, he agreed, represents just a simple mistake—and one that was remedied quickly—and because the ad creates no expectations as to product performance, it cannot be regarded as misleading or deceptive.

As for the *Daily News*, it claimed that, much as it would like to, proofing every ad is impossible. #

the advertising market place

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Att: Personnel

EOE m/f

SUN SHINES ON SUNDAYS

That big, fat edition gives the newspaper's week a strong start.

BY LORI KESLER

The ritual is repeated millions of times every Sunday morning in homes and apartments from Boston to Baja. Legions of sleepy people clad in bathrobes stumble to their front doors and gingerly step outside honing to encounter just one thing: Their Sunday newspaper.

In small towns, families stop at the grocery store to pick up the Sunday paper after they've gone to church.

And in cities where jobs are scarce, newsstand dealers stock lots of out-of-town papers for folks seeking employment in more prosperous locales.

At a time when fewer and fewer people regard the daily newspaper as a necessity of life, the Sunday paper is healthier than ever.

▪ Statistics from the *1981 Editor & Publisher Yearbook* show that in 1980 there were 736 Sunday papers, and their total circulation was 54,676,173. Those figures represented an increase from the 720 papers and 54,379,923 circulation in 1979.

On the other hand, the number of dailies dropped from 1,763 in 1979 to 1,745 in 1980, and their circulation decreased—largely because of the problems evening papers are having—from 62,223,040 to 62,201,840.

Ten years ago, there were only about 530 Sunday papers, while the number of dailies has remained about the same.

"On the whole," said J. Kendrick Noble, newspaper analyst at Paine Webber Mitchell Hutchins, New York, "the trend in the industry is to build more Sunday papers."

▪ What makes the Sunday paper attractive is that it serves up a smorgasbord of advertising and editorial offerings along with generous helpings of life style and entertainment features usually not found in the diet of the dailies. The result is a quasi-magazine product that seems to appeal especially to young adults.

Research suggests that this generation, which is content to get much of its news in capsule form from television and radio, may look to the Sunday paper as much for information about movies, tv and other entertainment as they do for the more traditional kinds of news.

Studies by the Newspaper Advertising Bureau and the Simmons Market Research Bureau show that adults under 45 are more apt to read the Sunday paper than the weekday editions, though for older folks the pattern is just the opposite.

According to the Newspaper Ad Bureau, the Sunday audience in the top 100 markets surpasses the weekday audience in all but two demographic categories—adults over 65 and those with less than a high school education.

Sunday circulation is heavily concentrated in the larger metropolitan newspapers. Newspapers with circulations of more than 100,000 represent 71% of all Sunday editions but only 48% of all weekday circulation.

▪ In those cities where both weekday and Sunday papers are readily available, more people seem to read the Sunday edition. In fact, the Sunday circulation of many major metropolitan papers runs one-third ahead of their daily figures.

It's understandable, then, that with such good demographics and numbers, the Sunday paper can become a compelling advertising vehicle.

In a typical large newspaper operation, the Sunday paper carries as much linage as three weekday editions, and it is likely to account for 40% of total ad revenues, according to Mr. Noble, the Paine Webber analyst.

The Sunday paper tends to be "overweighted" in classified advertising, he said, which can make it more profitable than the daily. But that also can make it more volatile because the three main components of classified advertising—employment, autos and real estate—are highly sensitive to shifts in the economy.

In general terms, however, classified advertising has been surprisingly strong, and it was up sharply in August, the most recent month for which figures are available, Mr. Noble said.

Auto classifieds have held up well because used cars are still selling briskly. Help wanted ads have remained reasonably strong because it's closely associated with employment, and the work force has been growing, despite the high unemployment rate.

Real estate advertising, Mr. Noble said, has shown some weakness but could turn quickly with increased availability of funds.

"On the whole, Sunday papers are economically attractive and the trend in the industry is to build more of them," said Mr. Noble

▪ Although a few metro dailies such as the *Cleveland Press* have started Sunday editions to run head-to-head against a competitor, most of the new entries are springing up in small and medium-sized markets that don't already have Sunday papers of their own.

"Smaller papers that start Sunday editions can often give the dominant metro in their area a run for its money because they can get the local ads, and that's one thing people buy a paper for," said Charles Lehman, manager of survey research with the Newspaper Ad Bureau.

Newsday, the Times Mirror newspaper in Long Island, N.Y., which considers itself a local paper (though not a small one), did just that when it started its Sunday edition in April, 1972.

"Before we put out our Sunday paper, the stores here had to advertise in the New York papers just to reach the Long Island market," said David Targe, senior marketing vp with Newsday.

But no more. *Newsday* has aggressively solicited local advertisers and catered to small retailers by offering zoning options that allow them to target areas of 50,000 to 70,000 people.

▪ In the nine years since the paper started its Sunday edition, total linage has increased 36%. In 1980, a total of 35.8% of the entire paper's advertising was in its Sunday edition.

Newsday's weekday circulation is 514,000, and Sunday circulation now stands at more than 570,000, having increased 17,000 in the last year alone.

A *Newsday* official says the New York metro hurt most by all this was the Daily News. "The bulk of our circulation came from them," said Mr. Targe. "Their figures show the erosion that's taken place."

In response to declining circulation in the mid-1970s, daily newspapers across the country began adding more sections, more "soft" news and more features—more of the stuff Sunday papers traditionally are made of. That pattern continues, but it is still the Sunday paper

(Continued on Page S-56)

Lori Kesler, a frequent contributor to Section 2, is an Advertising Age correspondent in Manchester, Mo., outside St. Louis.

Top 25 Sunday newspapers, by circulation, 1981

	Daily Sept. 1980	Daily Sept. 1981	Sunday Sept. 1980	Sunday Sept. 1981
1 New York Daily News	1,524,641	1,483,333	2,125,156	1,888,324
2 New York Times	873,255	887,211	1,430,358	1,461,673
3 Los Angeles Times	1,000,942	1,011,798	1,234,114	1,250,620
4 Chicago Tribune	784,388	754,043	1,144,058	1,076,071
5 Washington Post	584,500	635,439*	820,452	866,056*
6 Philadelphia Inquirer	425,746	423,746	824,066	852,126
7 Detroit News	629,598	625,730	829,240	823,499
8 Detroit Free Press	604,062	622,129	720,987	757,216
9 Boston Globe	501,520	504,492	714,528	740,717
10 Chicago Sun-Times	655,332	649,040	680,940	681,904
11 San Francisco Examiner & Chronicle	†	†	657,756	656,087
12 Pittsburgh Press	266,177	262,760	645,208	618,380
13 Newark Star-Ledger	406,728	409,210	566,152	584,907
14 Minneapolis Tribune	227,392	234,730	593,527	573,795
15 Newsday	489,888	507,350	553,924	570,724
16 Milwaukee Journal	318,723	308,426	514,863	513,254
17 Miami Herald	398,415	399,690	509,097	478,108
18 Atlanta Journal & Constitution	†	†	496,006	476,300
19 Houston Chronicle	356,288	384,305	443,763	459,542
20 Cleveland Plain-Dealer	395,452	401,210	457,111	458,066
21 Philadelphia Bulletin	434,105	397,397	505,101	443,625
22 St. Louis Post-Dispatch	236,879	236,888	429,297	430,029
23 Houston Post	353,047	348,571	399,137	412,441
24 Portland Oregonian	249,720	238,303	414,667	408,995
25 Des Moines Register	207,998	204,196	387,913	382,191

*Six-month average includes period from Aug. 8 to Sept. 30, after the *Washington Star* folded. †Separate dailies combine for Sunday edition.
Source: Based on Audit Bureau of Circulations FAS-FAX report for six months ended Sept. 30, 1981.

Sun shines bright on Sunday papers

(Continued from Page S-2)
that delivers the grab bag of goodies for the whole family.

Theoretically, people have more time to read on Sundays. And researchers say that while people read the dailies for the news, they read the Sunday paper for relaxation and enjoyment.

Sunday papers with circulations of more than 100,000 usually have at least 10 sections, and a Newspaper Ad Bureau report listed 50 different kinds of features and columns that various newspapers offer—from comics and consumer action reports to book reviews and astrology charts.

■ Some Sunday papers have grown immense. The *New York Times* and the *Los Angeles Times* editions can weigh more than several pounds, and several others are nearly as big. Sometimes, their size alone can create problems.

Just producing, printing and distributing such a package can be a formidable task, though publishers seldom complain since that package is likely to carry about 75% advertising and 25% editorial—a far higher ratio than most dailies.

As for the reader, how can anyone—especially an advertiser—expect him to wade through all the information in the Sunday paper? The truth is, nobody does.

Readership studies indicate that while nearly everyone glances at the first section, other parts of the paper attract limited audiences. One Newspaper Ad Bureau readership study indicated that nearly everyone glances at the first section, 87% of all adults read the Sunday magazine and 80% read the local and regional news section.

Entertainment sections and tv logs are read by about 75% of the adults, and the life style section is close with 73% readership.

Classified sections are most likely to be thrown aside. Other sections that attracted less than 60% readership were the business, home/garden, travel and sports sections. About 77% of the men but only 38% of the women read the sports section.

The survey indicated that readers with less than a high school education tended to be less selective in their reading patterns. On the other hand, the college educated reader—often a prime target of marketers—was more likely to select only certain sections to read.

"But that's not bad," said Mr. Noble. "It's just part of the trend we're seeing in all the media. Everything is becoming more specialized so that people can focus on information that serves their particular interests."

The growth of cable tv and special interest magazines are part of the same trend, he said, adding that the Sunday paper is in reality a family of diverse publications delivered in one package.

"We can no longer produce a general audience publication and expect to reach people," said Mike Fancher, managing editor of the *Seattle Times*. "We have to speak to readers on their own specific interests." Once they're inside the paper, he said, "we can expose them to the broader range of news that has been our traditional mainstay."

In keeping with that theory, the *Seattle Times* is experimenting with a new Sunday section, Taste, for gourmet cooks.

■ Publishers and editors are also well aware that they face tremendous competition on several fronts. "It's not just radio and tv and other print media," said the promotion manager of a Midwestern metro. "It's anything that uses up time that people might otherwise spend with the paper."

The special interest sections are designed to meet that challenge. In addition, newspapers are making better use of what marketing people would call package design.

"The Sunday paper today is much more graphically appealing than it was 10 years ago," said Heath Meriwether, managing editor of Knight-Ridder's Miami Herald. "In the old days, Sunday papers were big, but they weren't very exciting.

"Now we're putting lots more effort into establishing a visual identity for each of the Sunday sections. We want them to really pop out at the reader."

■ Starting a few years ago, the whole newspaper industry began to take the matter of graphics very seriously. Graphics designers became the whiz kids of the newsrooms and since then, nearly every paper in the country has been affected, either directly or indirectly, by the changes they've wrought.

Some editors obviously think the pendulum has swung too far. "The industry has been in an agony of self-reappraisal for a long time," said Ralph Looney, editor of the *Rocky Mountain News*. "The first thing they always seem to look at is graphics. Myself, I think the most important thing is what you put into the newspaper."

But others, who seem to represent the prevailing opinion, insist that good graphics enhance good content and is absolutely necessary to attract the modern reader.

■ One editor, self-conscious about applying the language of merchandising to the presentation of news, asserted, "We must—if I may use this term—'sell' the product."

"The Sunday paper has to be packaged and organized and presented in such a way that the reader can come to grips with it," said Mr. Fancher of the *Seattle Times*. "If it's a massive jumble, he just won't bother."

Mr. Meriwether noted that research has shown Miami readers spend an average of 38 minutes with the Sunday paper. "We want to get them the most information possible," he said. "We'd like to get them into the newspaper and into every section."

In discussing other trends, Mr. Meriwether added that Sunday papers are discovering the importance of covering the "little news" of local communities.

"Of course the *Miami Herald* would never abandon its effort to report national and international news. This is a big-league, sophisticated paper," he said. "But we try to remember that no other medium serves the needs of the local community as the newspaper does. That's our challenge—to make sure we do those things for which we are uniquely suited."

■ It was with that goal in mind that the *Miami Herald* four years ago created zoned local tabloids for its Thursday and Sunday editions.

Called Neighbors, each local tabloid covers a piece of Dade County, and it specializes in the type of news many major metros have simply written off, said Mr. Meriwether.

■ In Dallas, where the Times Mirror's Times Herald and the *Morning News* are waging competitive war, the *Morning News* is making changes in classic Texas style. Big.

"We've tried to take every piece of the Sunday paper, pick it up, shake it out and see how we could make it better," said executive editor Burl Osborne.

The Sunday magazine, for example, has been revamped to feature more and better graphics, more attractive covers and shorter people-oriented articles.

The sports section has been expanded by 40% to accommodate a commentary page, a radio-tv sports columnist, a fan page, more complete coverage of high school and college sports, more news of participatory sports and a locally drawn sports cartoon.

A special business section that premiered as a Tuesday attraction also was added as a Sunday supplement. "We figure its readership among the movers and shakers of this town is well above 95%," said Mr. Osborne.

Regional news, which had been getting scant attention, now has its own Sunday section, with a color front.

■ And in January the *Morning News*, which just contracted with Cunningham & Walsh in Dallas to handle promotions, will pick up *Parade*, which the *Times Herald* had dropped to start its own magazine, *Westward*. (see story on Page S-48) "Our research tells us there's still a strong demand for *Parade* in this market," said Mr. Osborne.

"We don't assume that because we're healthy we can quit," he added. "Our guiding premise is that there's no free lunch. There's a cost attached to quality—in a market as vibrant as this, we think it's justifiable."#

Top 25 Sunday newspapers, by ad linage, 1980

	Full run	Part run	Total
1 Los Angeles Times	39,302,000	17,814,000	57,116,000
2 New York Times	34,763,000	12,597,000	47,360,000
3 Chicago Tribune	26,939,000	10,616,000	37,555,000
4 Houston Chronicle	31,937,000	4,662,000	36,599,000
5 Miami Herald	26,652,000	8,898,000	35,550,000
6 Boston Globe	29,943,000	3,536,000	33,468,000
7 Washington Post	25,560,000	7,250,000	32,810,000
8 Fort Lauderdale News & Sun Sentinel	24,230,000	5,677,000	29,907,000
9 Dallas Morning News	25,191,000	4,171,000	29,362,000
10 Newark Star Ledger	26,522,000	2,235,000	28,757,000
11 San Jose Mercury News	27,823,000	209,000	28,032,000
12 Philadelphia Inquirer	24,110,000	3,876,000	27,986,000
13 Denver Post	27,782,000	—	27,782,000
14 Dallas Times-Herald	25,036,000	1,524,000	26,560,000
15 Baltimore Sun	24,359,000	1,800,000	26,159,000
16 Minneapolis Tribune	21,487,000	4,042,000	25,529,000
17 Atlanta Journal & Constitution	20,477,000	3,922,000	24,399,000
18 Orange County Register	24,051,000	93,000	24,144,000
19 Cincinnati Enquirer	22,647,000	687,000	23,334,000
20 Detroit News	18,580,000	4,210,000	22,790,000
21 Cleveland Plain-Dealer	20,963,000	1,669,000	22,632,000
22 Bergen County (N.J.) Record	18,998,000	3,596,000	22,594,000
23 St. Petersburg Times	17,559,000	5,026,000	22,585,000
24 West Palm Beach Post	20,878,000	1,456,000	22,334,000
25 Pittsburgh Press	21,730,000	290,000	22,020,000

Source: *Editor & Publisher*, May 30, 1981, based on Media Records figures.

Policy stretches Sunday to 3 days

If one weekend paper is good, three weekend papers are just that much better. Or so the *Miami Herald* tells its readers.

Under a plan started Jan. 4, Herald subscribers now must purchase a weekend package of Saturday, Sunday and Monday papers instead of the standard Sunday-only subscription.

Ben Cole, administrative assistant to the circulation manager, said the reason for the change was to improve service.

"Sunday service at most newspapers is poor because the carrier tends to forget from Sunday to Sunday precisely where the customers are," he said. "As a result, service can be dismal and customers often stop the paper out of exasperation."

■ Mr. Cole said the new system has helped the *Herald* provide consistent service, "and we found we can convert weekend customers to daily customers much more easily than we could before."

Then, too, he added, the *Fort Lauderdale News & Sun-Sentinel*, which competes with the *Herald* in some areas, had switched to a Saturday-Sunday package "and it was doing a good job for them."

■ To anyone who reads circulation figures, another advantage also seems clearly evident. Saturday and Monday are traditionally newspaper's weakest days, and now at the *Herald*, their numbers are tied to the Sunday paper, always the bestseller.

"Yes, it's done wonders for Saturday and Monday," said Mr. Cole. But he admitted that the plan initially hurt circulation of the Sunday paper and that it's still running 4½% below where projections say it would be if it were standing alone.

"However, sales have picked up substantially and our conversion rate of customers from the weekend package to daily and Sunday has picked up brilliantly," he said.

The city of Miami is in a state of flux, and the weekend package was just one of several moves designed to improve distribution throughout South Florida, Mr. Cole said.

All carriers, formerly independent distributors, have been made employes of the *Miami Herald*, and a warehousing distribution system has replaced street drops.

Audit Bureau of Circulations figures show that the average Sunday circulation for the six months ended Sept. 30 stood at 478,108. The comparable figure for the same period last year was 509,097.#

—*L.K.*

Free-standers prove their redeeming value

BY JANE GOLTERMANN

Jim Hayden came across an old study recently that would probably bemuse most people in the advertising industry. Mr. Hayden, national advertising manager at the *Philadelphia Inquirer*, says the study showed that 10 years ago free-standing advertising inserts in his paper accounted for the same linage in one year as is recorded in one week now.

There's money tucked between the pages of newspapers—especially the Sunday papers—and consumers evidently believe that the quarters they plunk down to buy an edition can save them valuable dollars at the store.

In fact, advertising inserts rank among the highest read sections in the newspaper. And advertisers claim they are one of the most cost effective advertising vehicles available.

■ The Newspaper Advertising Bureau estimates that 27,840,000,000 preprints were inserted in daily and Sunday newspapers in 1980, up 2.3% from 1979.

The use of inserts in the Sunday paper, in particular, has boomed over the past few years. It has boomed so much that marketers are seeking other outlets to get out of what many see as Sunday "clutter."

Jane Goltermann is a business writer in Chicago.

Nevertheless, the Sunday papers have many advantages that appeal to the consumer products company.

High circulation figures is one. This year, the three major coupon preprinters—John Blair Marketing; George F. Valassis & Co., Livonia, Mich., and Marketing Showcase, New York—each boasted a circulation of 34,000,000 in Sunday newspapers. Next year, all three expect circulation figures to jump to between 36,000,000 and 38,000,000.

■ Circulation is not the only part of the business on an upward spiral. The number of markets each of the companies reach, the average number of pages per issue and the yearly number of issues is on the rise. Valassis & Co., for instance, began a business shift in 1972 from commercial coupon printing for a direct mail program to coupon printing for free-standing inserts in Sunday newspapers.

■ At that time, a two-page insert reached 15,000,000 people and annual sales were $3,000,000. According to Dave Brandon, Valassis' national sales manager, the average insert this year was 22 pages, and 1981 sales are expected to be between $80,000,000 and $90,000,000.

"We find free-standing inserts a very valuable and efficient vehicle for coupon delivery," says Peter Consolazio, group manager-promotions, Quaker Oats Co., Chicago. "We've dramatically increased our use of them, and from all indications, that increase will continue. We get good advertising awareness, and they're very flexible from a geographic point of view and the number of issues you want published."

Most of the coupon promotions aim to sell grocery products, and health and beauty aids. But the preprint companies report an increase of new types of business, including wine, toy and magazine subscription accounts.

"The original concept of couponing was for the trial of a new product," says Mr. Hemm of John Blair Marketing.

"Or for a mature product, coupons were used as a defensive measure against new products.

■ "But today, the high cost of money makes couponing attractive. Manufacturers and retailers want to move products through the store rapidly. Promotions, especially couponing, tend to have the turns shortened."

High readership scores make free-standing inserts attractive as an advertising vehicle even without the respectable coupon redemption rates. Mr. Brandon reports readership on Valassis' "Impacts" insert covers are in the 85 to 90 percentile.

"It's one of the most highly visible parts of the Sunday paper," says Larry Johnson, Valassis' president.

■ An eight-page John Blair Marketing insert ranked second in a Starch survey of women readers of the April 26, 1981 *New York Daily News* Sunday edition. Only the general news section scored more —98% noted—although the *News'* Sunday magazine tied with the insert at 90% noted.

Another advantage to advertisers is that every insert is category exclusive.

"In a display ad on Best Food Day, you have heavy competition," notes Diane Love, vp-media director of Marketing Showcase, publisher of "Product Movers" inserts. "A 30-cent-off coupon for Sanka could be right next to a 50-cent-off coupon for Brim. That never happens in free-standing inserts."

The inserts are sold on a cost per thousand basis and, unlike run-of-press advertising, preprints can provide glossy color possibilities.

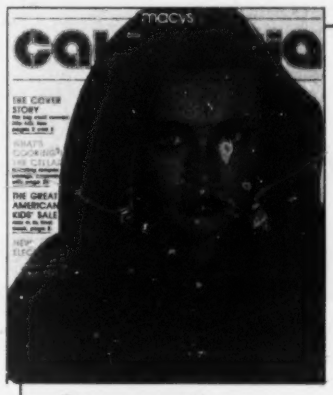
Meanwhile, an additional source of Sunday newspaper coupons—and a competitor of the free-standing inserts— are the Sunday comics coupons.

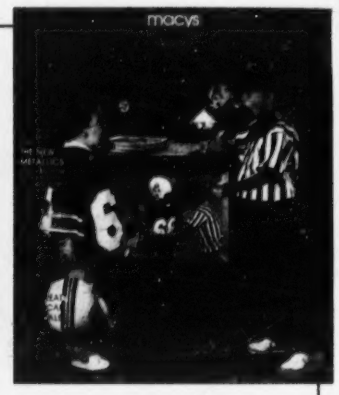
The four-year-old Sunday Comics Couponing Corp., Westport, Conn., offers a larger circulation— 40,000,000 people—than does any of the preprint companies.

In 1981, the company ran 17 programs, and in 1982, it plans to run from 18 to 24, according to exec vp Joseph Strickland.

"We buy the page, and divide it into 16 units," Mr. Strickland says. "People looking for a big promotional event buy us. We wouldn't expect somebody like a Pillsbury, with a cake that needs beautiful photography for appetite appeal, to go with us. But we give products a good identification."

The company, like the preprinters, has shown a tremendous increase in business. Mr. Strickland asserts that this year's sales figure of more than $10,000,000 is





Supplement to sales

R.H. Macy & Co. has taken a different approach to advertising in Sunday newspaper free-standing inserts.

"Macy's California," an advertising supplement with a magazine format, runs weekly in newspapers in the store's northern California and Nevada market.

"Inserts per se were very successful for us," says Michael Adams, advertising manager with Macy's California, San Francisco. "Our desire was to be able to present the total spectrum of the store in a vehicle that would allow us to promote all of our stores equally. You can't do that with run-of-press advertising. The cost is restrictive. So we opted to go to a consistent insert program."

Before the new magazine was launched in August, Macy's inserts featured specific departments. But it wanted a more programed approach.

"Our basic objective is to package the store and have the ability to present the entire spectrum of what we have to offer the customer in one package at one time on one day, and reach as many Macy's customers as we can," says Mr. Adams.

"Macy's California" runs between 24 and 48 pages, depending on the time of year. It reaches 5,000,000 people in 2,300,000 households.#

—J.G.

Grocery products average coupon redemption rate, 1980

Daily newspaper	
Co-op advertising	3.1%
R.o.p. solo	3.4
Sunday newspaper	
Free-standing inserts	5.1
Magazine	2.1
Comics	1.5
Magazine	
On-page	2.6
Pop-up	5.6
Direct mail	11.6
In or on-pack	
Regular in-pack	18.4
Regular on-pack	13.3
Cross product in-pack	6.8
Cross product on-pack	4.4

Source: A. C. Nielsen Co.

Per cent of coupons distributed

(By media)

	1978	1979	1980
Sunday free-standing inserts	13.4	14.9	18.4
Direct mail	3.0	3.2	3.4
In- or on-pack	8.9	7.9	7.7
Magazine	11.4	12.2	13.3
Sunday newspaper, r.o.p.	7.7	9.5	9.0
Daily newspaper, co-op	15.4	16.1	17.1
Daily newspaper, r.o.p. solo	40.2	36.2	31.1

Source: A. C. Nielsen Co.

expected to double in 1982.

"What we like about the comics is that it's the largest single print medium in the world," Mr. Strickland says. "It reaches moms and kids at the same time."

■ When the success of free-standing inserts and couponing in the Sunday newspaper became evident, newspaper advertising execs began prodding the Newspaper Advertisng Bureau to get somebody to publish a midweek insert. The bureau last year approached McGill/Jensen & Co., a St. Paul, Minn., printing company, with the idea of printing a free-standing insert for newspapers' Best Food Days. McGill/Jensen Marketing, Greenwich, Conn., was formed in February by a handful of former John Blair Marketing execs.

"The Sunday papers are getting cluttered with inserts," says Scott Murray, a sales manager with McGill/Jensen who has been in the insert business since 1968. He helped get Product Movers off the ground in 1968, and left in 1975 to help start John Blair Marketing.

The company's first eight-page insert was delivered last week, and the second one is due out the week of Jan. 20. Twelve issues of "Adserts" are planned to be delivered to 32,000,000 readers on Best Food Day in 186 newspapers during 1982.

"This is a particular thing whose time has come," says Carl Turnblom, president of McGill/Jensen. "The newspapers only recently got the production capability of handling a lot of inserts. The huge influx of Sears, J.C. Penney, Ward's, etc. forced them to do it."

■ In fact, the idea of a midweek free-standing insert for couponers is not new. According to Mr. Brandon of Valassis, a company with its eye on the midweek market, there are "some real problems with a midweek insert.

"A lot of newspapers can't offer a Best Food Day insert," he says. "And there are problems with the method of delivery in terms of mechanically inserting the preprint at the newspaper in controlled distribution under a highly security oriented environment."

But already 50% of all inserts appear in the daily newspaper, according to Newspaper Ad Bureau statistics. And Mr. Turnblom claims that the 186 newspapers running McGill/Jensen Adserts have submitted a verified affidavit outlining how the inserts will be handled.

"We're dropping the coupon just as supermarkets are gearing up to do most of their business," Mr. Murray says.

■ But Mr. Consolazio of Quaker Oats is cautious about the prospect of a midweek insert.

"McGill/Jensen is stepping in the right direction," he says. "Their viability as a long-term company is a question. They must have lower margins. But it's a good idea, and we would probably participate down the road."

Mr. Murray says he expects the competition to wait and see if McGill/Jensen Marketing has any problems before they gear up to sell midweek inserts.

■ The three established free-standing insert coupon publishers are also looking into other possibilities even beyond daily and Sunday newspapers. Direct mail couponing offers the highest media-delivered coupon redemption rate, which makes it an attractive possibility for coupon publishers.

Marketing Showcase launched its first direct mail program—Showcase Direct—Oct. 5, reaching 25,000,000 homes with incomes of more than $16,000 and a high incidence of children. The company is planning two mailings in 1982—the weeks of April 13 and Oct. 7.

John Blair Marketing's new direct mail program—Prime Families Direct—is scheduled to be mailed April 12. A late September mailing is planned, as well, and Mr. Hemm says four drops are scheduled for 1983.

"We did this with Young-Rubicam as a joint venture in 1972," Mr. Hemm says. "It was called the Golden Envelope, and it went to 6,000,000 to 8,000,000 people. The ability to do it then was limited because the computer couldn't handle the enormous number of lists needed to be unduplicated and to reach a large national audience.

■ "However, with the advanced technology of the computer, you can now deliver to 18,000,000 to 20,000,000 people unduplicated. A lot has happened since 1972."

Valassis is taking a wait-and-see attitude about direct mail couponing possibilities.

"There are a lot of new formats and new delivery systems, but we feel they haven't been tested or proven," says Mr. Johnson.

Ms. Love of Marketing Showcase says she believes the newspapers are "getting kind of nervous, since we have alternate delivery vehicles."

But Mr. Hemm says he doesn't believe direct mail couponing would take business away from newspapers.

"It's a growing business," he says. "There are many different objectives advertisers have at different times of the year. I look at these [direct mail] as incremental opportunities, not in place of [Sunday inserts]. There will probably be some minor shifting. We're just trying to meet the needs the advertisers have, and this is one way of doing it."#

No direct threat, yet

While the number of free-standing inserts in newspapers is on the rise, retailers are keeping their eyes open for alternative methods of delivery.

Earlier this year, Sears, Roebuck & Co., Chicago, began testing the possibilities of hand-delivered promotions in an effort to get a precise reach at a lower cost per thousand. Company officials refused to comment on the success or failure of the three-city test.

Ed Kreitz, director of advertising and marketing with K mart Corp., Troy, Mich., says, "The situation is pretty volatile now because of the postal rate changes. Preprints have been a good vehicle for us, and we've increased our business every year. I don't think hand-delivered promotions are viable unless it's a densely populated area, and even in that case, its success is questionable."

J.C. Penney Co., New York, is experimenting with hand-delivered inserts, but company representatives would not comment on the success or failure of the program. Penney's has increased the number of its free-standing inserts in newspapers nationally from 23 in 1981 to 26 in 1982. And for the first time, the company is supporting the ad vehicles with tv spots that tell viewers to refer to the inserts for more information.#

—J.G.

Gold in California

and a bonanza in Sacramento

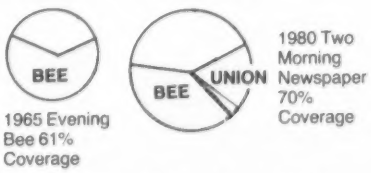
High Newspaper Readership
The two-newspaper town is alive and well in Sacramento. As the affluent capital of the nation's largest state, Sacramento has a high percentage of well-educated, informed adults.

Those adults read newspapers. Combined market penetration of The Sacramento Union and Sacramento Bee is 69%. (Compare that with 27% in San Francisco or 55% in Seattle.)

Only The Union Kept Pace
Sacramento is a high growth market. Since 1965, households have increased 166,024, a 76% increase. The entrenched Sacramento Bee could not keep pace, showing only a 27% increase. The revitalized Sacramento Union outpaced the market, with a 77% increase.

A Gold Mine For Advertisers
As the nation's 10th most affluent large metropolitan area ($27,229 average income), Sacramento delivers a high percentage of big-spending adults to advertisers. Low duplication (3.9%) creates a very efficient 2-newspaper buy.

Sacramento's Basic Buy
This efficiency is well recognized by retail advertisers who have for the last two years placed 40% of their advertising in The Union.



1965 Evening Bee 61% Coverage

1980 Two Morning Newspaper 70% Coverage

Today The Union is a Basic Buy to reach a majority of your potential customers.

Sacramento's Basic Buy
The Sacramento Union

301 Capitol Mall, Sacramento, CA 95814

Advertising pages in November consumer publications

Current and November '80 figures for U.S., Canadian and foreign publications reporting to Advertising Age

	Pages			
	Nov. 1981	Nov. 1980	Jan.-Nov. 1981	Jan.-Nov. 1980
Women's				
†§Bride's Magazine	211.3	181.8	1,592.5	1,534.2
▲Co-ed	49.2	47.5	344.9	288.7
§Cosmopolitan	225.6	230.7	2,176.7	2,225.7
Essence	89.0	94.0	894.1	895.2
§Family Circle	215.9	237.6	1,531.4	1,461.7
§Good Housekeeping	232.2	214.5	1,894.4	1,809.7
▲Health	35.6	36.5	305.5	270.5
Ladies' Home Journal	116.5	117.8	955.0	1,136.0
Lady's Circle	8.7	9.3	105.9	105.3
McCall's	136.9	124.7	1,076.1	1,129.2
F. McCall's Working Mother	85.5	111.5	638.0	467.2
†Modern Bride	143.5	140.5	1,301.7	1,227.3
Ms.	55.2	59.2	482.3	505.7
○New Woman	—	—	228.9	183.5
§Parents Magazine	103.0	86.7	765.8	699.1
Playgirl	42.5	44.3	483.9	473.1
Redbook	113.8	150.0	1,059.2	1,266.6
Self	72.6	50.2	738.6	655.2
Seventeen	113.4	100.8	1,252.8	1,248.8
Teen Magazine	55.5	52.2	519.1	500.5
§True Story	72.0	75.5	623.1	572.9
§Woman's Day	217.6	246.8	1,288.7	1,513.4
▲The Workbasket	47.9	42.5	381.5	327.4
Working Woman	96.5	79.5	697.5	502.3
Total Group	2,539.9	2,534.1	21,337.3	20,999.2
***% Change '81 vs. '80	+0.2%		+1.6%	
General				
▲A.D. Magazine	13.1	20.0	139.2	156.6
Air Progress	15.6	18.2	164.1	225.0
▲American Film	35.7	27.0	234.5	196.2
American Forests	18.9	23.1	157.1	178.0
American Legion	33.0	32.6	292.9	302.9
American Photographer	51.5	38.6	467.0	381.2
○Americana	32.0	36.0	195.7	167.3
§Architectural Digest	192.5	166.5	1,438.5	1,234.0
§The Atlantic	25.1	34.4	283.5	332.2
○Audubon Magazine	31.2	30.1	189.8	185.8
§Bon Appetit	145.7	138.4	1,003.4	812.8
Book Digest	29.2	44.9	276.0	323.6
Changing Times	41.8	34.0	330.7	257.3
Christian Herald	48.5	72.3	432.5	461.6
Christian Life	30.1	35.1	294.6	314.1
☆Christianity Today	103.0	87.0	705.0	689.0
Circus	34.5	11.8	247.5	163.3
Complete Men's Group	23.0	22.0	243.9	262.8
Country Journal	55.9	59.0	504.6	552.4
Creative Computing	161.8	108.0	1,386.6	956.7
Dance Magazine	63.2	59.7	655.0	640.7
Ebony	119.0	117.8	1,011.1	1,011.6
▲Elks Magazine	30.7	31.2	214.0	247.9
§Esquire	69.2	46.0	432.0	409.0
Fifty Plus	40.5	32.3	332.5	342.0
Flying	62.3	37.0	544.3	576.3
○Games	39.6	34.7	144.3	146.4
§Gentlemen's Quarterly	151.3	122.4	1,180.1	1,037.5
Golf Digest	54.7	62.5	775.0	749.5
Gourmet	104.5	82.6	720.0	613.5
§Harper's Magazine	25.2	29.2	263.5	325.9
High Fidelity	61.5	61.8	534.7	613.8
○High Technology	—	—	95.8	—
Income Opportunities	46.4	48.1	450.5	499.9
#Inside	—	—	206.8	181.6
Kiwanis Magazine	26.7	20.5	163.9	188.8
Let's Live	89.8	88.7	937.0	986.9
Life	82.3	72.1	616.7	570.8
Lion	6.3	6.3	57.9	52.6
§Money	133.6	125.1	1,063.0	877.9
Moneysworth	14.5	15.3	169.3	197.8
Moody Monthly	56.5	52.5	560.1	529.0
Moose Magazine	28.0	28.0	209.0	232.0
○Mother Earth News	63.3	62.3	390.6	373.2
§○Museum	46.7	36.3	130.0	119.3
National Geographic	48.1	39.9	348.9	358.0
National Jewish Monthly	28.2	27.1	219.5	263.2
Natural History	50.2	50.2	407.3	428.1
§Omni	67.4	54.9	615.2	546.1
§Penthouse	85.4	73.2	697.1	743.7
Petersen's Photographic	56.8	51.8	506.6	499.9
Playbill	81.5	74.0	609.0	518.8
§Playboy	121.7	136.1	1,197.0	1,234.3
Popular Photography	159.0	151.5	1,544.9	1,552.6
Prevention	75.8	91.3	933.2	982.5
Prime Time	22.5	32.8	154.0	226.0
Psychology Today	51.8	68.2	503.1	617.1
§Reader's Digest	132.1	98.0	1,019.9	1,032.7
Rotarian	20.4	23.3	169.4	249.7
††Saturday Evening Post	44.4	46.7	364.4	421.2
Saturday Review	47.9	30.5	365.3	429.2
Science 81	50.9	38.3	196.8	351.3
Scientific American	101.7	112.7	1,031.7	1,040.8
Signature	69.1	58.0	580.4	478.3
Smithsonian	132.0	117.0	942.4	907.3
Stereo Review	71.2	70.9	650.3	718.3
○Technology Illustrated	—	—	74.3	—
Tennis	48.1	47.2	708.8	727.6
Town & Country	273.4	237.9	1,558.6	1,271.1
Travel/Holiday	48.1	38.6	512.5	506.0
E. Travel & Leisure	130.0	106.7	1,061.3	943.6
V.F.W.	28.2	30.3	261.7	283.0
Venture	51.8	45.1	405.3	309.5
Video	59.2	51.0	552.1	363.6
Video Review	75.8	40.9	587.6	255.3
Weight Watchers	23.2	28.9	262.3	244.8
World Tennis	28.6	39.3	489.9	535.4
Writers Digest	18.4	23.7	234.1	226.9
Yankee	149.9	143.0	1,003.2	1,078.7
Total Group	4,990.7	4,550.4	41,405.5	39,839.7
***% Change '81 vs. '80	+9.7%		+3.9%	
Fashion & service				
Glamour	198.9	196.4	1,943.9	1,803.8
Harper's Bazaar	178.4	149.2	1,207.5	992.7
Mademoiselle	163.9	153.6	1,422.3	1,413.3
Vogue	351.6	259.5	2,517.5	2,147.1
Total Group	892.8	758.7	7,091.2	6,356.9
***% Change '81 vs. '80	+17.7%		+11.6%	
Arts & antiques				
American Artist	65.8	63.0	596.4	560.5
Antiques	194.6	175.6	1,752.4	1,614.6
○Art & Antiques	73.0	65.2	361.0	329.0
▲Art in America	133.0	121.8	1,054.4	898.6
▲Artnews	127.0	125.1	1,124.0	1,069.2
○Portfolio	54.0	58.0	269.0	229.0
Southwest Art	157.3	113.0	1,338.0	909.0
Total Group	804.7	721.7	6,495.2	5,600.9
***% Change '81 vs. '80	+11.5%		+16.0%	
Home				
§Better Homes & Gardens	176.9	160.5	1,346.5	1,425.2
○Colonial Homes	78.5	55.4	394.8	328.9
§▲Family Handyman	68.4	60.0	559.2	565.0
○Flower & Garden	—	—	216.6	149.6
Home	37.5	50.0	383.8	446.8
†Homeowner's How-To	21.1	27.3	177.4	161.6
The Hometown Magazines:				
Dallas-Fort Worth Home/Garden	63.0	47.9	496.9	526.5
Houston Home/Garden	152.8	112.9	1,135.2	1,172.8
Horticulture	26.8	19.7	261.9	291.9
House Beautiful	125.5	117.7	1,024.4	1,069.7
House & Garden	145.9	144.2	1,172.0	1,324.8
Living:				
○Dallas	78.9	109.4	719.6	705.1
○Houston	87.3	93.8	594.7	587.8
○Denver	85.3	79.1	570.0	535.3
○Austin	—	—	253.6	150.8
○San Antonio	—	—	289.1	102.4
○Phoenix	—	—	192.2	172.4
○Florida Gulf Coast	—	—	111.0	131.7
○South Florida	25.2	—	80.7	—
Metropolitan Home	92.9	76.6	580.6	593.5
††New Shelter	45.2	49.4	387.6	319.0
H. 1001 Home Ideas	28.4	36.5	286.3	306.9
Orange County Home/Garden	60.0	36.0	221.0	178.0
Organic Gardening	62.0	74.3	791.6	872.5
D. Phoenix Home/Garden	43.4	22.6	408.4	22.6
San Diego Home/Garden	48.3	42.0	481.0	594.2
#Southern Accents	94.2	90.6	340.0	329.4
Southern Living	174.4	177.0	1,361.1	1,357.7
§Sunset Magazine	191.2	171.3	1,551.0	1,469.2
▲Texas Homes	86.7	83.0	799.3	717.6
○Workbench	69.8	65.1	376.1	371.2
Total Group	2,169.6	2,008.3	15,663.6	16,980.1
***% Change '81 vs. '80	+6.8%		−8.2%	
In-flight & other passenger				
#Aboard Group (7)	—	—	2,506.0	2,004.0
Air California	56.3	60.3	643.7	639.5
○Atlas Group (9)	450.0	420.0	2,214.0	2,097.0
Alaskafest	35.3	37.5	435.9	410.4
American Way	75.0	71.1	707.7	735.9
East/West Network:				
Amtrak Express	36.3	—	389.1	—
Continental Express	50.5	60.0	565.0	712.7
Eastern Review	90.5	75.5	851.2	803.3
Ozark Flightime	42.2	41.5	493.2	555.5
PSA Magazine	96.8	—	973.8	1,034.5
Republic Scene East	52.8	39.0	612.0	366.0
Republic Scene West	57.5	60.3	569.4	784.0
Texas International/-The Texas Flyer	67.3	56.7	647.3	639.0
United Mainliner	80.3	84.2	830.9	992.7
Halsey Publications:				
Braniff's Flying Colors	38.5	54.0	346.0	397.0
Delta Sky	54.0	43.0	505.0	467.0
○Skylite	14.0	—	56.0	—
Hawaii	21.9	—	291.8	—
○Pace	31.2	41.8	230.8	183.0
Pan Am Clipper	55.3	65.1	635.7	566.4
Southwest Airlines	93.5	71.8	870.2	722.4
Spirit of Aloha	22.8	26.9	293.6	291.9
USAir	60.4	59.5	537.5	501.8
Webb Publications:				
Frontier	42.8	50.6	396.3	268.5
Passages	37.5	25.7	349.5	313.3
TWA Ambassador	60.6	55.7	558.9	586.1
Total Group	1,723.3	1,500.2	17,510.5	16,134.9
***% Change '81 vs. '80	+3.6%		+6.4%	
Metropolitan				
○Aloha	33.8	20.0	163.8	118.1
Atlanta	100.6	108.8	903.4	927.6
Baltimore	101.6	81.5	773.8	795.3
◇Bay Views	39.5	37.6	358.8	363.5
Birmingham	37.5	28.0	297.1	467.3
Boston	162.8	159.1	1,404.3	1,261.9
Brown's Guide to Georgia	63.9	57.0	717.1	546.1
California	92.2	122.1	709.7	1,148.7
Chicago	203.8	191.6	1,579.8	1,560.7
Chicago's North Shore	73.6	79.6	682.4	558.7
Cincinnati	85.5	78.7	618.6	688.6
Cleveland	77.6	74.8	798.7	774.1
Coast	31.0	30.3	2,848.6	2,529.8
Columbus Monthly	112.0	108.8	1,038.5	973.6
D/Magazine, Dallas/Fort Worth	160.2	142.0	1,327.2	1,227.6
Denver	86.4	60.5	513.9	425.1
Monthly Detroit	72.7	60.3	532.7	562.2
Exclusively Yours Wisconsin	79.0	81.0	965.8	866.3
Grand Rapids	44.3	37.9	486.7	393.0
††Gulfshore Life	64.5	54.3	543.5	401.5
Honolulu	128.5	118.7	854.0	844.4
Houston City	106.8	50.8	828.7	455.1
Indianapolis	40.8	29.5	538.9	427.2
Lansing	20.8	29.5	252.6	322.4
Los Angeles	255.0	231.0	2,208.0	2,089.8
Louisiana Life	65.1	—	186.8	—
Miami	106.1	85.6	906.1	686.6
Milwaukee	27.4	36.7	293.0	360.9
Mpls./St. Paul	128.2	93.8	888.8	787.8
Monterey Life	60.0	44.3	551.1	403.6
Nashville!	47.3	42.7	432.5	374.3
New Jersey Monthly	73.8	87.0	704.1	791.6
New Mexico	30.4	32.3	287.9	334.7
New Orleans	62.1	57.4	520.0	472.7
Ohio	32.0	27.8	396.1	335.1
Omaha	31.7	18.7	221.6	221.1
Oregon	27.0	34.4	266.5	227.1
Orlando	68.0	67.2	813.8	738.9
Palm Beach Life	103.5	84.5	812.5	573.8
Palm Springs Life	140.0	155.0	1,529.1	1,428.0
Philadelphia	157.1	171.4	1,534.4	1,526.4
Phoenix	102.0	125.0	968.0	1,117.6
Pittsburgh	60.9	52.6	475.2	464.5
G. Roanoker	39.5	37.0	408.8	—
Sacramento	40.0	46.7	326.2	362.3
St. Louis	87.0	91.5	895.8	900.2
San Diego	151.9	164.0	1,588.9	1,569.1
San Francisco	62.8	75.4	699.5	704.4
San Francisco Focus	58.4	47.8	417.0	401.6
†Shenandoah Valley	35.5	33.6	180.2	137.8
Spokane	32.0	41.8	390.5	392.1
Tampa	35.2	26.9	359.7	—
Texas Monthly	224.7	218.8	1,598.2	1,417.5
Tucson	35.4	34.1	367.5	607.3
Twin Cities	72.9	71.0	570.0	490.2
Washington Dossier	56.3	51.6	507.0	449.3
The Washingtonian	170.5	147.0	1,469.3	1,262.0
Westchester	48.0	43.6	406.1	466.5
Westchester Illustrated	42.0	46.0	401.3	464.4
Wichitan	47.0	62.0	545.1	513.6
Total Group	4,918.6	4,620.3	44,973.2	42,588.5
***%1Change '81 vs. '80	+5.0%		+3.4%	
Movie-romance-radio-tv				
○Complete Women's Group	—	—	112.9	121.9
Ideal Women's Group:				
Daytime Stars	2.25	28.1	235.0	285.7
Intimate Story	21.7	30.1	214.9	314.0
Personal Romances	21.7	30.1	214.9	314.0
Soap Opera	22.5	28.1	235.0	285.7
Macfadden's Women's Group:				
Modern Romances	25.2	34.0	302.2	320.3
Secrets	25.2	34.0	302.2	320.3
True Confessions	27.4	34.3	319.1	328.9
True Experience	25.2	34.0	302.2	320.3
True Love	25.2	34.0	302.2	320.3
True Romance	25.2	34.0	302.2	320.3
Sterling Women's Group:				
Daytime TV	31.3	31.2	346.9	346.5
Modern Screen	—	32.8	229.5	356.1
○Movie Mirror	32.3	32.8	226.9	193.5
Photo Screen	—	—	158.4	130.0
Soap Opera Stars	25.3	32.2	307.0	83.2
TV Movie Screen	33.3	32.8	194.9	193.5
TV Picture Life	—	—	163.5	162.6
○Teen Bag	7.8	10.3	50.0	51.5
Total Group	371.8	492.8	4,519.9	4,768.6
***% Change '81 vs.'80	−19.2%		−5.2%	
Youth				
Boys' Life	22.4	25.2	240.4	236.9
Campus Life	49.4	37.1	414.7	444.0
Total Group	71.8	62.3	655.1	680.9
***% Change '81 vs.'80	+15.2%		−3.8%	
Mechanics & science				
§Mechanix Illustrated	71.3	88.1	753.5	863.8
Popular Electronics	60.8	72.4	644.9	675.1
Popular Mechanics	118.9	126.5	1,166.8	1,262.9
§Popular Science	89.2	98.3	844.2	978.7
Total Group	340.2	385.3	3,409.4	3,780.5
***% Change '81 vs.'80	−11.7%		−9.8%	
Boating & yachting				
Boating	94.1	85.9	1,206.4	1,173.6
Chesapeake Bay	17.8	21.2	262.5	288.0
Cruising World	101.7	87.3	1,424.0	1,295.4
Lakeland Boating	33.6	52.2	511.1	355.1
Motor Boating & Sailing	99.1	100.0	1,398.1	1,340.4
G. Rudder	19.1	32.8	260.2	—
Sail	96.5	96.8	1,539.7	1,417.8
G. Sea & Pacific Skipper	64.1	87.4	867.9	—
Yachting	161.7	153.7	2,057.2	1,884.1
Total Group	687.7	717.3	9,527.1	7,754.4
***% Change '81 vs.'80	−4.1%		+8.3%	
Automotive & recreational vehicles				
Car & Driver	79.5	99.0	883.2	851.3
Car Collector & Car Classics	20.4	17.8	257.3	237.6

***% Change figured ONLY from magazines with comparable issues 1981 AND 1980. §Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ▶Published every two weeks. A. Combined unduplicated regional ads. B. Preprinted inserts included. C. 43 issues year to date 1981 versus 24 issues year to date 1980. +Affiliated with Sunday Mag/Net. D. First issue Nov., 1980. E. Adjusted 1981 figures. F. Monthly as of Sept., 1981. G. Comparable year to date not available. H. Combined Nov./Dec., 1980, issue.

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Advertising pages in November consumer publications

(Continued from Page 73)

	Pages			
	Nov. 1981	Nov. 1980	Jan.-Nov. 1981	Jan.-Nov. 1980
Car Craft	49.8	52.2	673.7	583.4
Cycle	65.0	46.5	886.1	907.6
Cycle Guide	40.1	32.5	607.6	466.9
Cycle World	45.1	44.2	721.8	782.1
Dirt Bike	24.9	14.3	286.8	252.1
Dune Buggies & Hot VWs	42.5	43.9	462.8	412.3
Family Motor Coaching	79.9	52.9	693.7	624.0
4 Wheel & Offroad	37.9	27.5	425.2	312.2
Four Wheeler	27.0	—	293.1	272.3
Hot Rod	39.4	42.9	561.8	567.2
Motorcross Action	52.9	24.5	461.8	329.1
Motorcyclist	30.7	26.0	542.5	416.1
Motor Trend	54.4	67.3	563.3	494.5
††Motorhome Life	54.2	39.0	483.3	363.9
Pickup, Van & 4 WD	27.8	31.8	326.5	434.9
Road & Track	98.7	109.7	1,003.7	1,092.3
Trailer Life	83.0	71.0	1,031.1	880.5
Total Group	953.2	843.0	11,165.3	10,280.3
***% Change '81 vs.'80	+9.9%		+8.6%	
Outdoor & sport				
Alaska	44.3	45.1	439.8	470.7
○The American Handgunner	41.8	41.0	244.1	234.5
American Hunter	15.4	15.4	159.1	189.7
American Rifleman	26.8	35.8	338.9	340.8
○Backpacker	—	—	212.3	234.1
††Bicycling	64.8	64.2	644.5	515.1
Field & Stream	74.3	88.5	854.9	924.0
Fins and Feathers	21.4	8.9	314.6	244.7
○Fishing World	21.0	14.5	183.2	176.1
Florida Sportsman	50.7	50.9	683.1	648.6
‡‡Fly Fisherman	—	—	281.8	367.3
Guns	44.9	37.4	412.6	403.7
Guns & Ammo	53.0	66.8	549.8	549.2
Horseman	36.7	33.3	366.4	382.5
Inside Sports	31.8	31.5	320.0	232.0
Outdoor Life	69.9	76.4	761.2	814.9
Petersen's Hunting	45.3	42.8	383.6	309.3
The Runner	33.7	35.2	286.8	325.8
Runner's World	51.0	38.3	505.4	460.1
Salt Water Sportsman	36.1	40.5	616.6	568.3
Shooting Times	35.1	44.4	399.7	424.5
‡‡§Ski	139.4	152.7	531.3	559.1
‡‡Skiing	154.0	150.2	574.5	589.9
Skin Diver	52.7	46.8	651.3	571.9
‡‡Southern Outdoors	—	—	313.1	292.4
Sports Afield	67.8	78.2	930.5	952.1
▲Spray	—	—	354.6	383.0
#Swim Swim	27.1	20.0	89.4	56.6
▲Western Outdoors	17.6	21.7	315.1	302.0
Total Group	1,276.6	1,280.5	12,418.2	12,522.9
***% Change '81 vs.'80	−0.3%		+0.8%	
Comics				
○Archie Comic Group	—	—	50.0	50.0
DC Comics	7.0	9.0	—	90.0
Harvey Comic Group	8.0	8.0	88.0	88.0
Marvel Comics Group	12.0	11.0	114.5	135.5
Total Group	27.0	28.0	328.0	363.5
***% Change '81 vs.'80	−3.6%		−9.8%	
Newspaper Sunday magazines/national				
§Family Weekly	95.0	99.4	951.9	917.0
§Parade	78.6	90.4	795.3	769.1
Total Group	173.6	189.8	1,747.2	1,686.1
***% Change '81 vs.'80	−8.5%		+3.6%	
Canadian national weekend magazines				
B. Perspectives	67.7	50.5	462.1	451.4
§Today	52.7	79.0	565.6	546.2
Total Group	120.4	139.5	1,027.7	997.6
***% Change '81 vs.'80	−13.7%		+3.0%	
Canadian				
L'Actualite	113.6	90.3	651.4	521.5
Chatelaine:				
§English Edition	152.5	147.3	1,030.4	935.4
French Edition	129.5	138.2	895.4	824.0
§Financial Post Magazine	101.7	112.8	527.1	481.9
§Flare	80.2	77.1	585.4	605.9
▲§Homemaker's Magazine:				
English Edition	146.6	152.2	833.5	889.4
French Edition	124.0	131.0	679.0	616.0
§Macleans	198.6	158.5	1,163.7	980.8
▼§Quest Magazine	77.3	55.8	418.6	319.7
§Reader's Digest:				
Canada-English	138.5	186.3	998.2	1,008.8
Canada-French	140.0	167.2	921.6	895.9
Saturday Night	46.5	39.3	316.1	232.1
▲Toronto Life	153.0	176.0	1,119.0	1,124.0
Total Group	1,602.0	1,632.0	10,139.4	9,435.4
***% Change '81 vs.'80	−1.8%		+7.5%	

October

Business

	Pages			
	Oct. 1981	Oct. 1980	Jan.-Oct. 1981	Jan.-Oct. 1980
Atlanta Business Chronicle	32.4	36.5	292.0	249.5
Barron's	203.3	210.5	1,824.9	1,910.9
Black Enterprise	58.3	46.7	476.8	482.6
§Business Week	541.7	508.9	3,929.0	4,065.0
California Business	86.3	59.3	740.4	556.4
Corporate Report/Kansas City	51.4	39.9	486.1	376.9
Corporate Report/Minnesota	81.2	83.0	822.0	761.9
Crain's Chicago Business	115.4	89.3	894.0	672.4
Dallas/Fort Worth Business	52.3	39.9	447.7	293.7
Dun's Business Month	91.5	103.9	740.9	835.6
☆Financial World	119.9	122.4	810.7	802.6
Florida Trend	110.7	72.5	694.5	587.7
▶Forbes	325.0	290.6	2,255.4	2,198.3
▶§Fortune	340.5	187.2	2,139.7	1,933.4
Hawaii Business	42.7	44.3	515.2	568.3
Houston Business Journal	183.2	127.2	1,516.6	1,278.6
§Inc. Magazine	83.1	84.5	813.9	639.9
C.Indianapolis Business Journal	69.8	38.2	561.9	187.0
▶§Industry Week	150.1	170.4	1,377.0	1,357.3
§Nation's Business	55.7	57.6	418.0	394.2
*New England Business	55.5	69.9	480.7	486.5
D. St. Louis Business Journal	84.5	58.0	754.6	58.0
Texas Business	73.1	58.0	484.8	400.8
Total Group	2,997.6	2,598.5	23,476.8	21,097.5
***% Change '81 vs. '80	+15.4%		+11.3%	
Newspaper Sunday magazines/local				
+Arizona Republic	99.7	133.5	1,088.6	1,341.4
+Boston Globe	205.5	182.7	1,670.8	1,413.8
+Chicago Tribune	129.7	154.4	1,110.6	1,162.1
+Cincinnati Enquirer	105.5	107.3	956.8	1,015.4
+Columbus Dispatch	95.5	97.6	844.9	922.7
+Dallas Morning News Scene	97.5	82.5	924.7	948.8
+Dallas Times Herald	124.8	210.4	902.8	677.7
Los Angeles Times Home Magazine	137.6	162.5	1,081.9	1,232.0
+Louisville Courier-Journal	92.9	107.6	941.8	997.3
+Miami Herald	85.1	69.4	823.6	796.1
+New York News	129.5	128.2	961.4	1,098.7
New York Times Magazine	441.5	440.5	3,564.0	3,440.2
+Philadelphia Inquirer	79.5	76.4	740.3	771.7
+Toledo Blade Magazine	54.7	63.6	586.6	665.9
+Washington Post	170.1	159.6	1,327.2	1,286.5
Total Group	2,049.1	2,176.2	17,515.0	17,806.3
***% Change '81 vs. '80	−5.8%		−1.6%	
Weeklies, bi-weeklies, semi-monthlies				
§Army Times Military Group:				
Air Force Times	142.3	139.4	1,431.4	1,479.6
Army Times	141.0	140.1	1,410.1	1,475.4
Navy Times	167.3	154.1	1,648.3	1,620.5
The Times Magazine	14.6	22.9	176.8	208.2
AutoWeek	129.4	103.7	1,269.1	1,048.6
The Blood Horse	792.8	726.2	4,548.2	4,197.8
Capper's Weekly	18.5	25.4	214.1	239.6
Commonweal	6.6	4.9	76.1	67.8
Golf World	37.7	67.5	691.5	672.1
§Grit	28.1	33.9	266.6	318.0
National Review	45.0	37.0	275.4	284.2
New York Magazine	228.5	227.3	1,752.6	1,705.4
New Yorker	505.8	500.8	3,229.3	3,209.7
§Newsweek	295.1	332.5	2,462.8	2,515.8
People	331.9	299.0	2,778.0	2,707.9
Rolling Stone	145.4	129.7	850.9	784.3
Sporting News	55.1	61.9	472.0	509.9
§Sports Illustrated	297.3	277.1	2,283.5	2,135.9
§Time	298.6	295.2	2,241.8	2,260.8
A.Travelhost	2,056.0	1,326.2	18,870.1	13,112.1
§TV Guide	432.5	340.8	2,961.3	3,009.4
▶Us Magazine	47.3	42.3	353.8	454.9
§U.S. News & World Report	185.8	185.4	1,419.7	1,562.5
Total Group	6,402.6	5,473.6	51,683.4	45,580.4
***% Change '81 vs. '80	+17.0%		+13.4%	
Foreign				
Buenhogar:				
Ecuador	13.0	20.2	95.7	106.2
Chile	5.0	7.0	25.0	31.5
Mexico	109.3	83.3	736.8	617.0
Puerto Rico	24.0	27.7	209.8	225.8
Venezuela	75.0	71.5	432.5	424.5
Colombia	87.2	91.3	536.8	557.3
Peru	56.5	34.2	373.5	203.3
Central America	6.5	17.0	69.3	91.7
U.S.	9.5	7.8	81.0	75.8
Dominican Republic	9.8	23.2	112.7	148.7
Coqueta:				
Mexico	12.5	10.0	93.0	82.5
Puerto Rico	1.0	1.0	16.5	31.5
Venezuela	9.0	9.0	77.5	68.5
Colombia	0.5	2.0	21.5	40.5
Peru	—	2.0	—	21.0
Central America	—	—	1.0	0.5
Fascinacion:				
Mexico	12.0	13.7	78.8	88.3
Puerto Rico	2.0	3.0	14.0	24.3
Venezuela	13.0	12.3	91.7	69.5
Colombia	21.5	9.7	99.2	74.5
Geomundo:				
Chile	13.0	8.0	64.8	54.0
Mexico	24.5	19.0	167.0	143.3
Ecuador	10.0	8.0	44.5	48.0
Venezuela	23.0	25.3	132.3	129.3
Colombia	23.0	17.5	130.0	113.0
Peru	16.0	14.0	105.5	87.0
Puerto Rico	11.0	9.0	53.3	57.5
Central America	10.0	9.0	52.3	58.0
Hombre De Mundo:				
Mexico	50.2	31.2	263.0	203.5
Chile	10.7	9.0	67.2	55.7
Puerto Rico	15.7	17.0	119.3	116.3
Ecuador	10.7	10.0	65.7	53.3
Venezuela	34.7	25.3	182.7	167.7
Colombia	30.8	23.0	158.8	138.3
Peru	14.7	10.0	107.7	57.0
Central America	10.7	13.0	75.2	70.8
Ideas Para Su Hogar:				
Dominican Republic	1.0	2.0	16.0	16.8
Mexico	43.5	21.8	228.0	134.3
Chile	1.0	2.0	12.5	11.0
Puerto Rico	7.5	3.5	33.8	25.7
Ecuador	8.0	0.5	24.7	2.3
Venezuela	39.2	33.8	191.2	172.7
Colombia	69.5	43.0	298.3	225.5
Peru	31.0	9.5	145.0	78.8
Central America	2.0	1.5	8.7	5.7
Intimidades:				
Mexico	7.0	11.3	57.0	54.7
Puerto Rico	3.0	4.0	31.5	42.0
Venezuela	15.0	23.0	108.5	118.5
Colombia	1.0	3.0	17.5	37.0
Central America	2.0	1.0	18.0	14.0
Mecanica Popular:				
Mexico	33.5	33.2	287.0	283.3
Puerto Rico	24.5	22.0	206.0	201.3
Venezuela	38.8	34.0	288.0	279.2
Colombia	35.8	27.7	270.0	256.0
Peru	39.3	31.0	287.7	277.5
Central America	27.8	22.0	212.3	203.0
Chile	11.0	9.5	63.5	62.0
Argentina	18.2	13.3	139.2	134.3
The Ring en Espanol:				
Mexico	3.0	2.0	19.0	24.8
Puerto Rico	4.5	3.0	24.0	26.0
Venezuela	4.0	1.0	28.0	13.0
Colombia	1.0	—	1.0	1.5
Central America	1.0	—	1.0	—
U.S.	3.0	3.0	22.0	29.0
Vanidades Continental:				
Dominican Republic	17.0	27.0	232.7	231.3
Mexico	210.7	173.2	1,367.0	1,155.5
Chile	23.0	12.3	172.8	119.3
Puerto Rico	59.5	72.5	530.5	496.3
Venezuela	114.7	102.7	744.5	724.5
Colombia	140.5	124.2	877.8	805.3
Peru	58.5	34.2	450.0	285.0
Central America	34.3	30.8	242.7	273.2
Ecuador	23.7	23.8	230.2	174.2
U.S.	48.8	34.8	399.2	326.0
Cosmopolitan Foreign Editions:				
Australia	97.5	99.4	583.0	649.1
Brazil	62.0	59.0	385.1	382.1
France	144.0	144.3	899.0	813.4
Germany	19.0	13.0	131.0	13.0
Great Britain	176.0	196.0	1,191.0	1,351.0
Greece	52.0	36.0	417.0	226.0
Italy	113.3	105.7	666.4	509.7
Japan	49.0	80.9	306.3	182.3
Cosmopolitan en Espanol:				
Central America	6.5	6.3	52.7	69.8
Colombia	23.2	28.8	186.7	223.7
Ecuador	4.2	2.3	23.2	26.3
Mexico	111.8	94.3	703.2	596.3
Peru	15.5	15.0	145.5	71.7
Puerto Rico	31.3	38.7	339.7	318.0
U.S. (Spanish language)	19.3	14.7	148.3	133.2
Venezuela	43.3	49.3	262.8	294.5
International Management:				
Africa	17.2	25.2	133.7	185.2
Europe	84.5	65.2	428.5	393.0
Latin America	12.3	25.8	132.3	192.8
Middle East	21.8	48.3	194.2	290.3
Pacific	21.2	24.2	174.7	170.2
Johnston International:				
Alam Attijarat	98.9	109.0	726.4	775.7
Modern Africa	52.8	41.8	191.8	200.3
Modern Asia	72.8	62.5	481.4	504.2
§Newsweek International:				
Atlantic	151.2	146.9	889.5	839.1
Latin America	50.2	59.2	328.6	357.0
Pacific	93.0	109.5	756.5	754.8
††Progreso	27.8	27.8	143.3	177.8
Reader's Digest'				
Arabic	13.5	27.5	193.0	118.0
*Asian	262.5	238.0	1,824.2	2,321.5
Australian	108.8	122.5	786.4	778.0
Belgian-Flemish	120.0	99.5	819.0	759.5
Belgian-French	100.0	77.0	675.0	685.5
British	75.5	102.0	802.2	699.3
*Chinese	131.5	122.5	1,044.3	1,212.5
Danish	26.0	33.8	511.4	395.4
Dutch	105.5	115.8	479.8	597.0
Finnish	45.5	65.5	497.1	504.3
French	105.6	118.5	669.5	700.5
German	105.2	115.4	706.6	741.6
Iberian	63.5	57.5	408.3	377.9
Indian	91.0	110.0	862.5	949.2
Italian	75.0	92.5	532.5	618.5
Japanese	11.0	49.0	505.8	502.8
Korean	15.5	21.0	175.0	186.5
Latin America:				
Argentina	30.0	30.5	282.0	321.5
Brazil	16.0	10.5	73.8	122.1
Central America	29.0	19.0	190.0	181.5
Chile	35.5	18.5	308.0	264.5
Colombia	78.5	67.5	493.0	436.5
Ecuador	20.0	9.5	115.5	111.0
Mexico	81.7	71.8	569.5	465.3
Peru	22.0	9.5	148.5	75.5
Puerto Rico	16.0	10.5	102.0	102.3
U.P.B.	32.0	16.0	230.0	202.0
U.S. Spanish	14.0	14.0	171.5	151.0
Venezuela	35.5	28.0	216.5	228.5
Portugal	46.0	34.8	412.8	392.0
New Zealand	97.0	94.5	591.8	695.2
Norwegian	67.3	68.8	393.2	415.9
South African	134.0	105.0	902.5	757.5
Swedish	17.0	30.5	256.1	227.5
Swiss-French	53.0	59.6	359.0	311.6
Swiss-German	61.5	65.0	411.2	408.0
Canada-English	110.0	95.9	859.9	821.4
Canada-French	102.0	99.3	767.9	724.8
Total	2,593.6	2,526.7	19,213.3	19,563.6
Time International:				
Time-Asia	131.1	146.1	944.9	940.4
Time-Atlantic	151.1	187.4	1,062.7	1,087.3
Time-Canada	252.0	231.0	1,410.0	1,194.3
Time-Latin America	115.6	106.8	748.5	713.2
Time-South Pacific	204.6	211.8	1,518.8	1,435.5
**Visao	139.5	176.3	1,275.3	1,299.5
▶§Vision/Latin America	62.2	52.0	438.2	458.7
Total Group	7,291.1	7,058.3	50,875.9	49,260.2
***% Change '81 vs. '80	+3.3%		+3.3%	

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Marketing the next World's Fair. Where? See Page 3

Advertising Age

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4A's eyes tape case; Senate hearings set

By RICHARD L. GORDON

WASHINGTON—With 16 major ad agencies dragged into the Betamax copyright case, there are signs that the issue could become part of the Washington agenda for the American Assn. of Advertising Agencies.

The agencies have been invited to send representatives to a meeting at Four A's headquarters in New York this week, and the Four A's Washington office has been alerted to begin tracking developments in Congress where hearings on the home video recording dispute open Nov. 30.

Four A's has already sent "observers" to meetings of an ad hoc "Right to Tape" coalition being organized by the Electronic Industries Assn. and Sony Corp. of America, but is playing no active role as yet. Separately, Sony ran page ads in 23 major newspapers last week defending "the consumer's right" to use home video recorders and telling readers "it's time to voice your opinion."

It's unclear how far the agency association will go in fighting the motion picture industry's claim that home recording of tv programs is illegal without special compensation for copyright holders.

There are concerns within Four A's that the Right To Tape coalition will advocate that any new copyright royalties to cover home

(Continued on Page 79)

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health
One Beautiful Menthol
Salem
Slim lights
NEW
Salem Slim Lights

Another light

R. J. Reynolds Tobacco introduces Salem Slim Lights, "one beautiful menthol" targeted to women smokers (AA, Nov. 23). Color pages in January magazines by William Esty Co., New York, launch the 9mg tar line extension.

Too soon, some agency execs say

Nets let new series axes fall

By JAMES P. FORKAN

NEW YORK—Seven weeks into the new prime time season, CBS-TV has made several schedule changes, moving "Nurse" and "Shannon" to new times barely four weeks after their premieres, while bouncing "Jessica Novak" and adding an interim movie night—all to mixed reviews in agency circles.

All three tv nets now have begun survival-of-the-fittest moves, zeroing in on their weakest links; earlier changes included ABC's shelving of "Maggie" and NBC's axing of "Nashville Palace."

ABC and CBS continued in a neck-and-neck Nielsen race through Nov. 22; CBS held a slight edge in the ratings for the first seven weeks a year ago.

"Nurse," which went from a General Foods-sponsored movie to a short-run series last year, has averaged a mere 20 share through Nov. 22 and so will get another chance on Thursdays at 10 p.m. (ET) as of Dec. 17, against NBC's "Hill Street Blues" and ABC's "20/-20."

"Shannon," trounced to a dismal 17 share through Nov. 22 by ABC's "Dynasty" and NBC's "Quincy," will go on hiatus after Dec. 2, with rescheduling to be decided "early next year," according to CBS Entertainment vp-programs Harvey Shephard. Also to be decided is a slot for "Cagney & Lacey," a limited-run series about lady cops, which has only one of its two stars signed.

"Jessica Novak" has been axed as of Dec. 3, having managed only a 24 share in its brief run. Some admen expressed disappointment over the "quick kill" of this show, while one agency vp blasted the

(Continued on Page 80)

last minute news

Cooper taps Della Femina on $4 million account

PALO ALTO, CAL.—Cooper Laboratories has named Della Femina to handle the estimated $4,000,000 Cooper Vision Optica division, contact lens marketer, previously handled in-house. A main part of the assignment will be new marketing and ad approaches for Permalene extended-wear contact lenses. Y&R and DDB were finalists (AA, Nov. 2).

GF testing Post Wishing Stars cereal

WHITE PLAINS, N.Y.—General Foods is testing Post Wishing Stars presweetened children's cereal in St. Louis and Milwaukee. Tv for the star-shaped cereal features Jiminy Cricket as spokesman. O&M handles.

Mustang-Capri ragtop to debut in October of '82

DEARBORN, MICH.—Ford will market a Mustang-Capri convertible next fall as part of its effort to revive the cars' sporty image. It will likely be teamed with the GT performance V-8 package. Introduction will be in October as a 1983 model. Meanwhile, Ford is a year and a half away from deciding whether or not to import two European luxury models.

Western pushes legroom in new ad drive

LOS ANGELES—Western Airlines is pulling seats out of most of its fleet to make more legroom for passengers and will start a new drive this

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NEW TACTIC FOR ADULT DIAPERS

P&G, K-C going direct

By JENNIFER ALTER

The two marketers of briefs for incontinent adults are exploring direct marketing as a way to sell their respective products at the consumer level.

Apparently giving up on mass retail distribution, Procter & Gamble Co. last week began advertising an 800 number through which consumers can order Attends disposable briefs for home delivery anywhere in the country. The ad, which ran in central region editions of *TV Guide*, also listed a post office box number under a Home Service Group heading and offered a booklet, "Living Normally with Incontinence," to explain how to order Attends.

A P&G spokeswoman said the Home Service Group has been established specifically to market Attends and a special Pampers for premature (less than six pounds) babies. She would not comment on plans for a similar approach to marketing other products. Never before has the company attempted direct marketing of any kind.

The move comes on the heels of a similar effort by Kimberly-Clark Corp., which in October issues of several maturity magazines began to advertise the availability of its Depend absorbent shields.

Both companies have been experimenting with various marketing approaches which are designed to deal with the sensitive nature of the incontinence problem.

K-C, which had been testing Depend in drug and surgical supply stores in Kansas City and Green Bay, recently added the rest of the state of Wisconsin and launched its first tv campaign. It also markets the product under the Comform name in Lima, O. Depend is available through medical institutions in Wisconsin.

P&G, after first testing Attends in hospitals and nursing homes in southern Idaho, gradually rolled out nationally at the institutional level in early 1980. It conducted a controlled store consumer test of Attends in the Boise area until early this fall, when the product was pulled. Since November of 1980, Attends has been available nationally in the Sears, Roebuck & Co. catalog and through some 50 surgical supply stores and convalescent pharmacies.

P&G apparently has turned to direct marketing upon finding that retail demand simply was not great enough to justify the distribution. Sources close to the Boise test note that at retail the product "fell flat on its face."

In commenting on its direct marketing test, the P&G spokeswoman said, "Broad retail distribution probably is not justified given the relatively small percentage of the population needing this kind of product."

One explanation of why P&G would pull back at retail at the same time K-C is expanding lies in the differences in the pricing and product construction. According to Francis Bouda, a self-described consultant/engineer/lawyer, who has been following both products closely, Depend is close to one-half the price of Attends. Furthermore, he says, it is much less bulky, which makes little difference for bed-ridden individuals but is a factor for ambulatory persons.

The move to direct marketing is an indication of the intense interest both companies have in their

(Continued on Page 79)